

**1 Supporting Statement A for
Paperwork Reduction Act Submission**

**Survey of Residents' Attitudes on Jaguar Conservation
OMB Control Number 1018-XXXX**

Terms of Clearance. This is a new collection.

1. Explain the circumstances that make the collection of information necessary.

The proposed information collection will support the work of the U.S. Fish and Wildlife Service (we, Service) to recover the jaguar (*Panthera onca*) in the United States. Under the Endangered Species Act of 1973 (16 U.S.C. 1531 et seq.), we listed the jaguar as endangered in the United States on July 22, 1997 (62 FR 39147). Recovering the jaguar in the United States may be important to the continued survival of northern jaguars, and also contribute to the species' long-term genetic diversity (Jaguar Recovery Team 2012).

The Recovery Outline for the Jaguar (Jaguar Recovery Team 2012) identifies research needs, preliminary recovery objectives, and actions to be taken. The proposed information collection will contribute to addressing these items. The information we plan to collect will support the following objectives:

- Mediate or mitigate the effects of human population growth and development on jaguar survival and mortality where possible.
- Assure the long-term viability of jaguar conservation through partnerships, the development and application of incentives for landowners, application of existing regulations, and public education and outreach.”

The information will also support the Recovery Action to put in place conservation tools, including research and education programs that increase awareness of the value and current status of jaguars.

In the human-dominated landscape of the U.S. portion of the Northwestern Recovery Unit, protecting jaguars and jaguar habitat will require communication with the public, including rural land users and residents, as well as coordinating efforts with numerous State and Federal agencies with land management responsibilities. Recovery planning, the development of conservation tools, and public outreach and education strategies and materials will be strengthened by information on resident and stakeholder knowledge about jaguars, attitudes towards jaguars, and beliefs pertinent to jaguar conservation. To date, a comprehensive survey of knowledge, attitudes and beliefs about jaguars in this region has not been conducted. The proposed information collection will fill this critical gap.

A full understanding of public and stakeholder attitudes, beliefs and knowledge about jaguars requires a qualitative methodology. The proposed information collection is designed to elicit in-depth responses to open-ended questions through in-person interviews. The interview instrument also collects demographic data on respondents in order to describe and characterize our sample through descriptive statistics.

2. Indicate how, by whom, and for what purpose the information is to be used.

The purpose of this information collection is to inform Jaguar Recovery Planning and Service efforts towards jaguar conservation, including outreach and education activities.

The information will be collected through in-person (face-to-face) interviews, using our standard interview instrument. Harris Environmental Inc. is the contractor that will carry out the information collection. All interviews will be conducted by Harris Environmental staff members.

The information collection is a one-time event. Approximately 200 people will be interviewed. Interview participation is voluntary. There is not another method for respondents to take part in the information collection.

Respondents will be drawn from two main groups: residents and stakeholders. Residents living in urban and rural areas in Pima, Santa Cruz, and Cochise counties in Arizona and Hidalgo County, New Mexico will be randomly sampled. Stakeholders will be deliberately sampled. Stakeholders are members of an identified group such as: land user; member of an outdoor recreation or conservation group; land/housing developer; land management agency staff; city or county government leader. This design will elicit information from groups with which the Service coordinates its conservation efforts. It will also yield information from the wider public, and likely involve contact with a range of people with which the Service is not normally in regular contact.

The interview instrument includes questions in the following categories: Activities; Knowledge of Jaguar Status and Ecology; and Open-Ended Questions.

Activities

The questions in the “Activities” section ask respondents to inform us about how much time they spend participating in outdoor activities, such as hunting, fishing, hiking, camping or other kinds of recreation. This section also asks whether respondents depend on the land for their livelihood and whether they are a member of a conservation or hunting organization.

Knowledge of Jaguar Status and Ecology

The questions in the “Knowledge of Jaguar Status and Ecology” section ask respondents basic questions about jaguar conservation status and ecology, to better understand the level of public and stakeholder knowledge about jaguars.

Open – Ended Questions

This section asks open-ended questions to better understand public values for and opinions about jaguars and their conservation, including views on potential conservation actions that the Service and other relevant government agencies might take. Analysis of interview responses will include the identification of opportunities and barriers to jaguar recovery in this region. Questions pertaining to human values, attitudes and beliefs are best addressed through qualitative methods, including in-depth interviews in which responses are elicited in a conversational manner that allows for a systematic exploration of complex issues.

The information obtained will be shared with organizations pertinent to jaguar conservation and recovery.

- 3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology; e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden [and specifically how this collection meets GPEA requirements].**

The information collection does not involve the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

The in-person or face-to-face method of collection was chosen in order to elicit in depth responses to qualitative questions regarding respondents' attitudes, and knowledge about jaguars. This information is best gathered in an in-person interview format, by collectors trained in qualitative methods and interview techniques. Technological means are not suitable for collecting this information.

- 4. Describe efforts to identify duplication.**

There is no duplication. We are conducting a concurrent survey (OMB Control Number 1018-0157) related to rancher opinions about wildlife and jaguar habitat management. However, the study of urban residents is distinctly different from the rancher survey, which is focused on respondents living in rural areas. In addition, the focus of the survey is different, with the rancher survey focused more on the impacts of jaguar habitat on ranching activities. We have coordinated with the group leading the rancher survey to ensure there is no overlap in recipients

- 5. If the collection of information impacts small businesses or other small entities, describe the methods used to minimize burden.**

The information collection will not burden small businesses or other small entities.

- 6. Describe the consequence to Federal program or policy activities if the collection were not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.**

The information obtained from this survey will be directly relevant to jaguar conservation, including recovery planning and outreach and education efforts. The proposed information collection addresses identified research needs and preliminary actions to achieve recovery goals. Without this information collection, there would remain significant gaps in our knowledge of public perceptions and attitudes to jaguars and conversation. The information collection will not be repeated. It is a one-time collection and cannot be conducted less frequently.

- 7. Explain any special circumstances that would cause an information collection to be conducted in a manner:**

- * **requiring respondents to report information to the agency more often than quarterly;**
- * **requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
- * **requiring respondents to submit more than an original and two copies of any document;**
- * **requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records, for more than three years;**

- * in connection with a statistical survey, that is not designed to produce valid and reliable results that can be generalized to the universe of study;
- * requiring the use of a statistical data classification that has not been reviewed and approved by OMB;
- * that includes a pledge of confidentiality that is not supported by authority established in statute or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or
- * requiring respondents to submit proprietary trade secrets, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.

There are no circumstances that require us to collect this information in a manner that is inconsistent with OMB guidelines.

8. **If applicable, provide the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR 1320.8(d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice (or in response to a PRA statement) and describe actions taken by the agency in response to these comments.**

Describe efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.

On December 17, 2013, we published in the Federal Register (78 FR 76315) a notice of our intent to request that OMB approve this information collection. In that notice, we solicited comments for 60 days, ending on February 18, 2014. We received the following comments:

Comment: One commenter requested that surveys be collected from residents of Hidalgo County, New Mexico, as well as from residents of Cochise, Pima, and Santa Cruz counties of Arizona and that the number of interviews conducted with residents of each of the four counties in the Northwestern Recovery Unit be proportional to the counties' population.

Response: We will survey residents in Hidalgo County, New Mexico. The contractor will make every effort to distribute the 200 surveys so that each county's residents are adequately represented.

Comment: One comment requested that the survey include farmers and ranchers in Hidalgo County, New Mexico.

Response: The method of interviewing residents will mean that farmers and ranchers will likely be included among the rural residents surveyed. The category of small farmers/ranchers will be targeted purposely, as a stakeholder category. Small acreage land users are often not included in data collection that targets ranchers and other agricultural producers. A concurrent information collection (OMB Control Number 1018-0157) will include ranchers and farmers in the Northwestern Recovery Unit. Thus, they will not be included in this survey to avoid duplication of effort.

Comment: One commenter requested to be included as a survey respondent.

Response: We will include the commenter's agency as a respondent in the related government agency personnel survey stakeholder category.

Comment: One commenter requested a copy of the survey instrument and the results of surveys once completed.

Response: We will send a copy of the survey instrument and the final report, which will include information on the data collected, analysis methods, results, and conclusions. The final report will be available after May 2015.

9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

We will not provide gifts or payments to respondents.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy.

We do not provide any assurance of confidentiality. Respondents will be told that their participation in the interview will be anonymous--the statements and information they give will not be attributed to them by their name or any personally identifiable details. Participants' social security numbers will not be collected.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are considered private.

We will not ask questions of a sensitive nature.

12. Provide estimates of the hour burden of the collection of information.

We estimate that 225 respondents will submit 425 responses totaling 61 burden hours.

We estimate the annual dollar value of the burden hours to be \$2,020 (rounded). We used information from the Bureau of Labor Statistics USDL 14-1673, September 10, 2014 (Employer Costs for Employee Compensation-June 2014) to estimate average hourly wages and calculate benefits:

- Individuals – We used the wage and salary costs for all workers from Table 1, which states an hourly rate of \$21.95. To calculate benefits, we multiplied the hourly rate by 1.4. The hourly rate including benefits is \$30.73.
- Private Sector – We used the wage and salary costs for all workers from Table 5, which states an hourly rate of \$22.41. To calculate benefits, we multiplied the hourly rate by 1.4. The hourly rate including benefits is \$31.37.
- State Government – We used the wage and salary costs for all workers from Table 3, which states an hourly rate of \$27.58. To calculate benefits, we multiplied the hourly rate by 1.5. The hourly rate including benefits is \$41.37.

ACTIVITY	NO. OF ANNUAL RESPONSES	COMPLETION TIME PER RESPONSE	TOTAL ANNUAL BURDEN HOURS	HOURLY RATE WITH BENEFITS	\$ VALUE OF ANNUAL BURDEN HOURS
Initial Contact					
Individuals	125	3 minutes	6	\$30.73	\$ 184.38
Private Sector	60	3 minutes	3	31.17	93.51
Govt	40	3 minutes	2	41.37	82.74
Subtotal	225		11		\$ 370.63
Complete Survey					
Individuals	100	15 minutes	25	\$30.73	\$ 768.25
Private Sector	60	15 minutes	15	31.17	467.55
Govt	40	15 minutes	10	41.37	413.70
Subtotal	200		50		\$1,649.50
Total	425		61		\$2,020.13

13. Provide an estimate of the total annual [nonhour] cost burden to respondents or recordkeepers resulting from the collection of information.

There is no nonhour cost burden associated with this collection.

14. Provide estimates of annualized costs to the Federal Government.

The total Federal cost to administer this survey is \$64,699. This includes \$ \$58,745 for Harris Environmental to develop, administer, and analyze the survey and prepare reports, and \$5,954 in Fish and Wildlife Service salary costs to coordinate and oversee the survey.

We used the Office of Personnel Management Salary Table 2014-RUS to determine average hourly Federal wages. The hourly wage for a GS 12/step 7 is \$39.96. In accordance with BLS news release USDL 14-1673, we multiplied the hourly wage by 1.5 to account for benefits, resulting in an hourly cost factor of \$59.94. We estimate a total of 100 hours, totaling \$5,954, for project coordination, administration, and deliverable review.

15. Explain the reasons for any program changes or adjustments in hour or cost burden.

This is a new information collection.

16. For collections of information whose results will be published, outline plans for tabulation and publication.

Harris Environmental Inc. will prepare a report based on the data collection and analysis. This report will be shared with relevant parties and groups internally and externally. Harris Environmental and Service staff may collaborate on a future publication on this information collection in an appropriate scientific journal based following the project's completion.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.

The expiration date for OMB approval of the information collection will be displayed.

18. Explain each exception to the certification statement.

There are no exceptions to the certification statement.